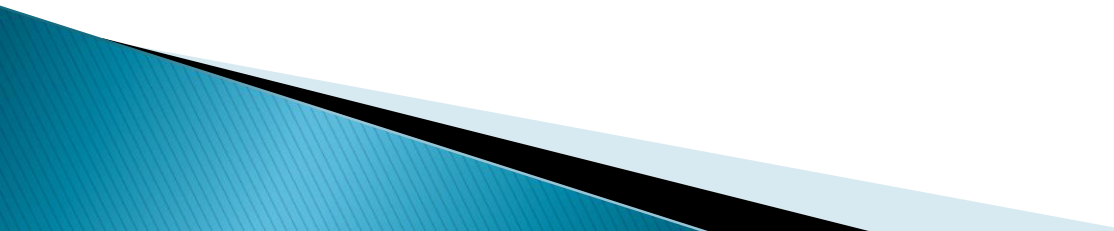


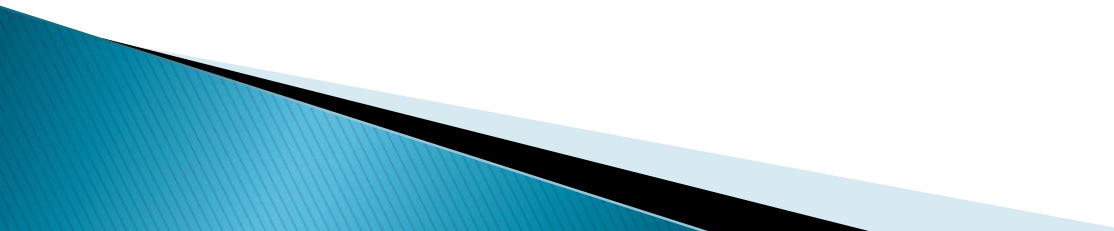
# Aberdeen City Accommodation Audit

Presentation  
by  
Tourism Resources Company

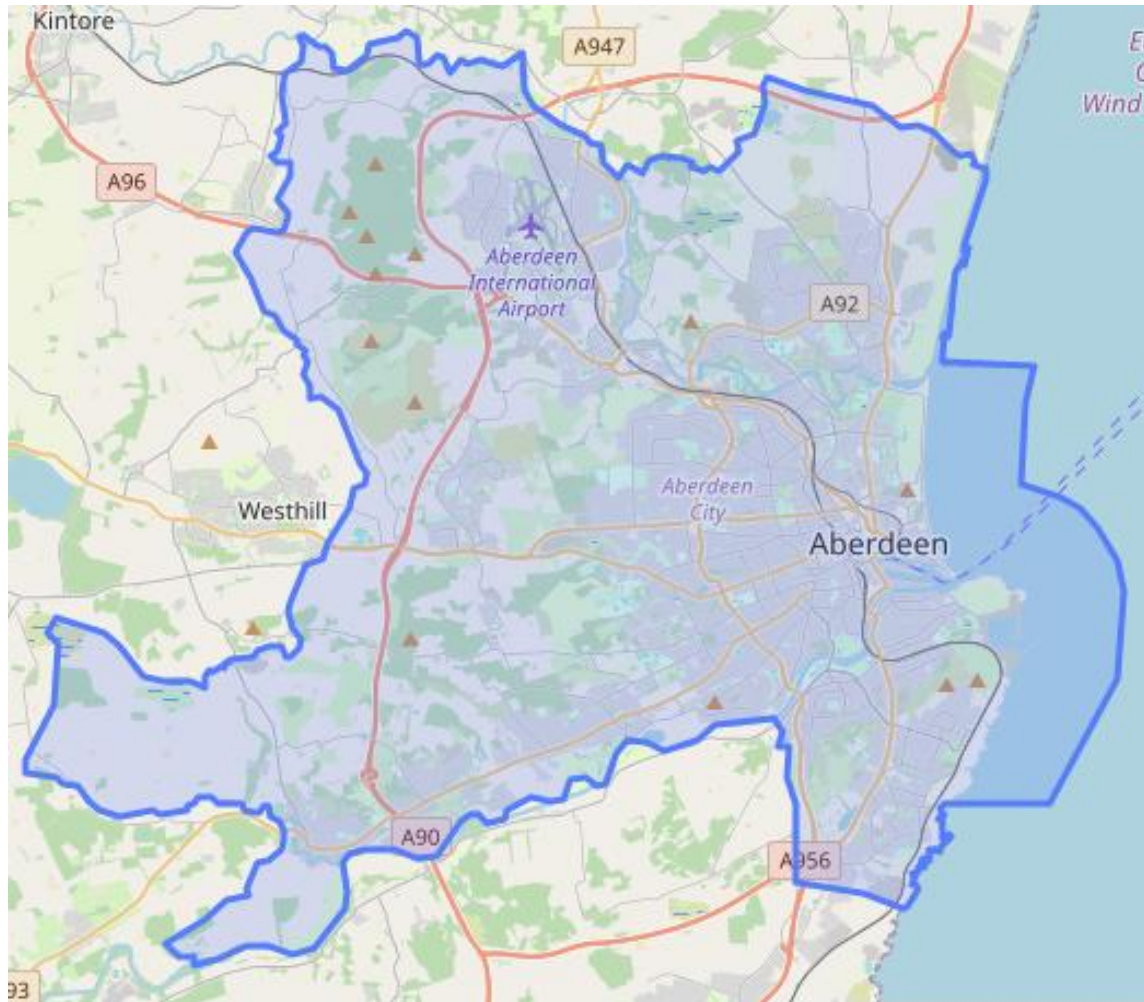
# Objectives

- ▶ Audit of accommodation stock
  - ▶ Categorise by sector
    - Capacity data – rooms/pitches and bed spaces
    - Hotel sector's accessibility
    - Those with VS Quality Assurance, Green Tourism and/or Taste Our Best
    - Those listed on VisitAberdeenshire website
  - ▶ Provide data in editable format
  - ▶ Presentation of Findings
- 

# Method

- ▶ Inception Meeting
    - Data to be collected
    - Study process
  - ▶ Desk-based Review
    - VisitAberdeenshire
    - VisitScotland
    - Aberdeen City Council
  - ▶ Internet Searches
    - Booking platforms
    - Tourist/accommodation guides
    - Individual business websites
  - ▶ Fieldwork
    - Telephone Survey
  - ▶ Analysis & Reporting
- 

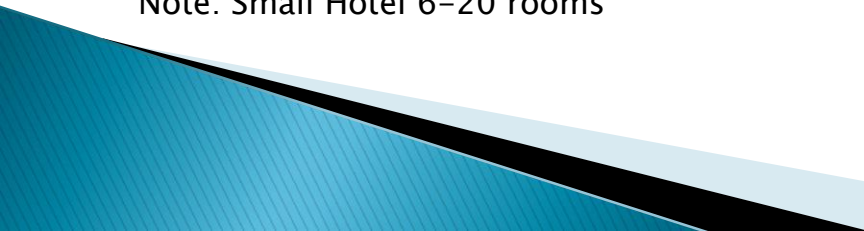
# Geographic Area



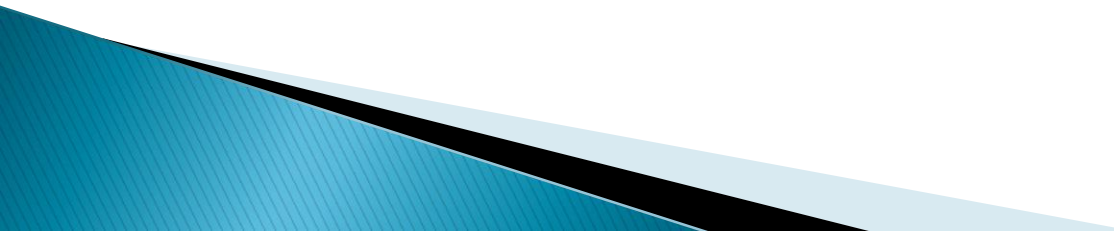
# Accommodation Categories

- ▶ Serviced
  - Hotel
  - Small Hotel
  - Guest House
  - B&B
  - Inn
- ▶ Non-serviced
  - Self-catering
  - Serviced Apartments
- ▶ Holiday / Touring Park

Note: Small Hotel 6–20 rooms



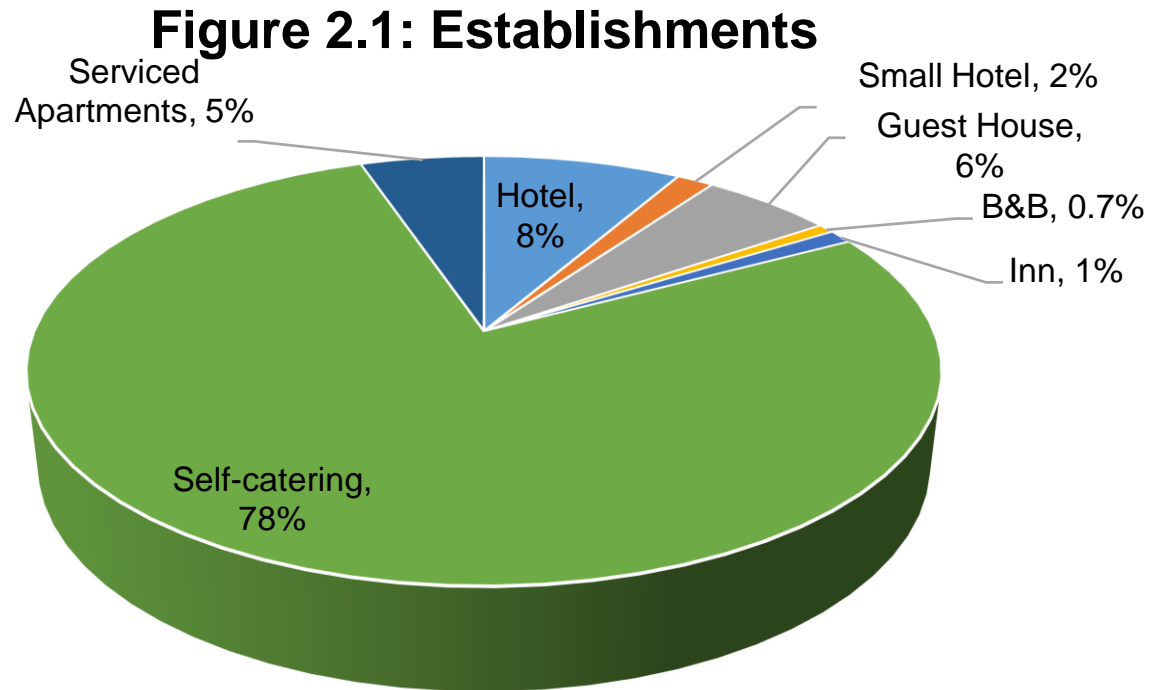
# Data to be Collected

- ▶ Rooms / pitches
  - ▶ Bed spaces
  - ▶ Accessibility (Hotel & Small Hotel)
    - Number of accessible rooms and bed spaces
    - Disabled Parking and/or Drop Off Point
  - ▶ Listed on VisitAberdeenshire website
  - ▶ VisitScotland Quality Assurance Rating
    - Number
    - Star Rating
  - ▶ Green Tourism
    - Number
    - Level of award
  - ▶ Taste Our Best
- 

# Accommodation Stock Region

ACCOMMODATION STOCK REGION			
	Establishments	Rooms	Bed Spaces
Serviced	17%	81%	83%
Non-serviced	83%	19%	17%
Total	575	7,078	14,234

# Accommodation Stock Region



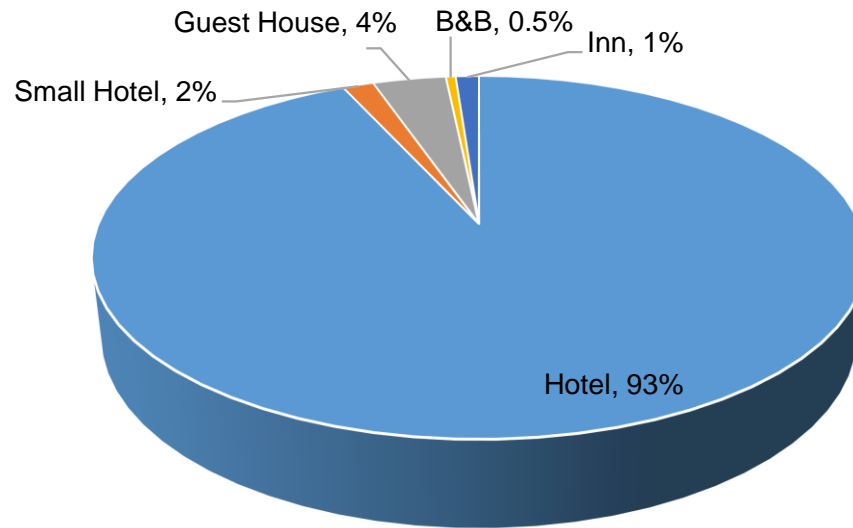


# Listed VisitAberdeenshire Website

LISTED ON VISITABERDEENSHIRE WEBSITE			
Accommodation Category	Number of Establishments	Number Listed on VA Website	% of Total
<b>Fully Serviced</b>			
Hotel	48	32	67%
Small Hotel	9	4	44%
Guest House	32	4	13%
B&B	4	1	25%
Inn	6	2	33%
<b>Sub Total</b>	<b>99</b>	<b>43</b>	<b>43%</b>
<b>Non-Serviced</b>			
Self-Catering	446	18	4%
Serviced Apartments	30	10	33%
<b>Sub Total</b>	<b>476</b>	<b>28</b>	<b>6%</b>
<b>Sub Total of Serviced and Non-Serviced</b>	<b>575</b>	<b>71</b>	<b>12%</b>

# Accommodation by Category

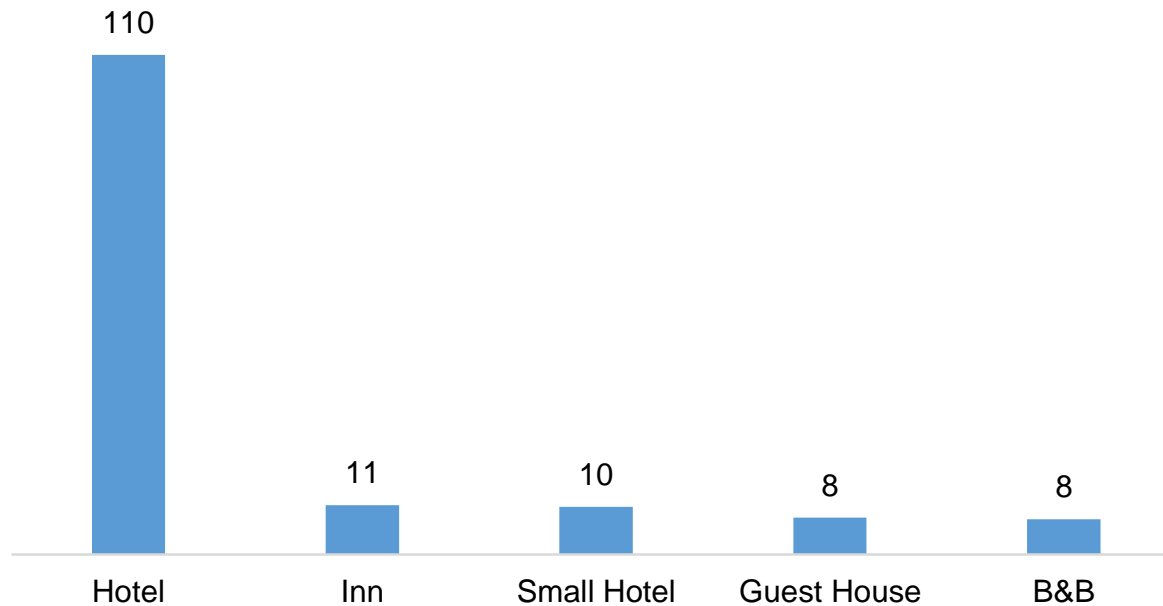
**Figure 2.5: Serviced Bed Spaces**



- ▶ Hotel – 48% of establishments, but 93% of bed spaces
- ▶ Guest Houses – 32% of establishments, but only 4% of bed spaces

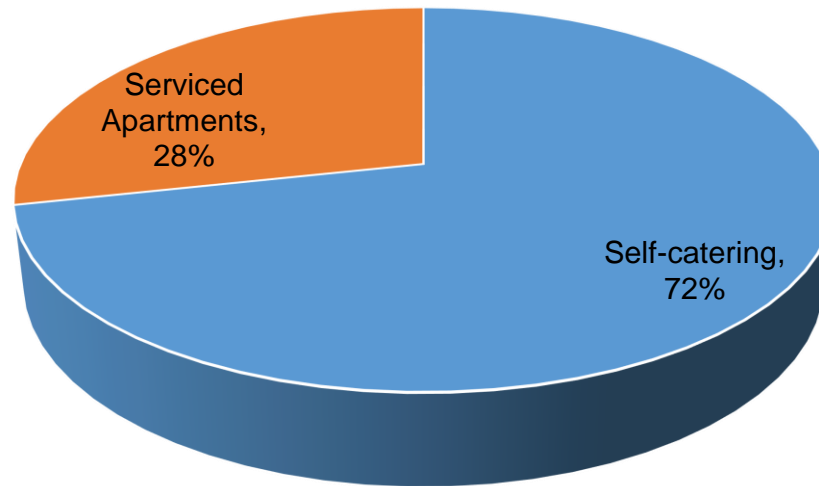
# Accommodation by Category (Cont.d)

## Average Number of Rooms



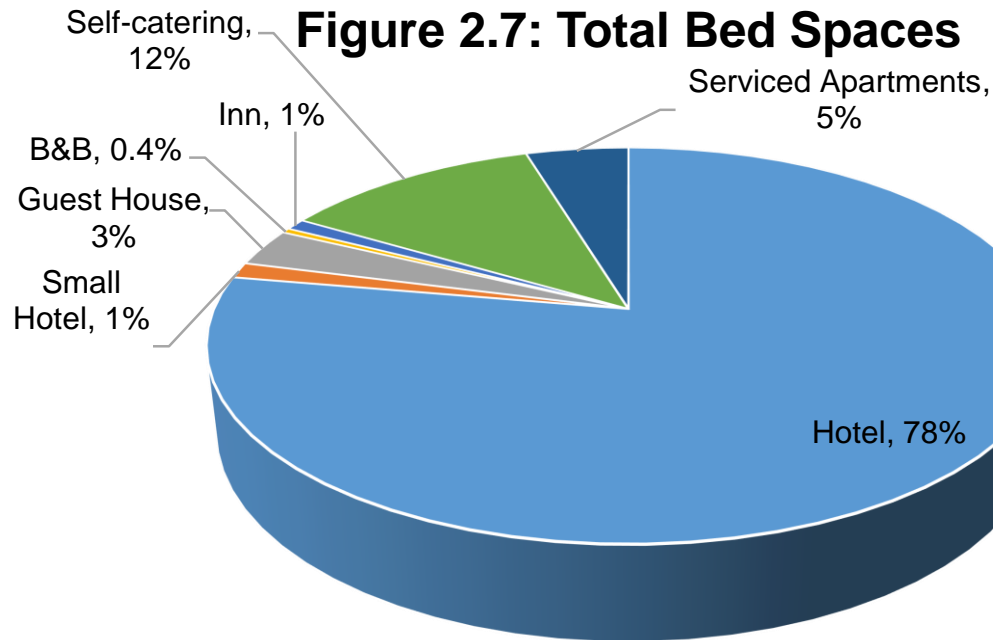
# Accommodation by Category (Cont.d)

**Figure 2.6: Non-Serviced Bed Spaces**



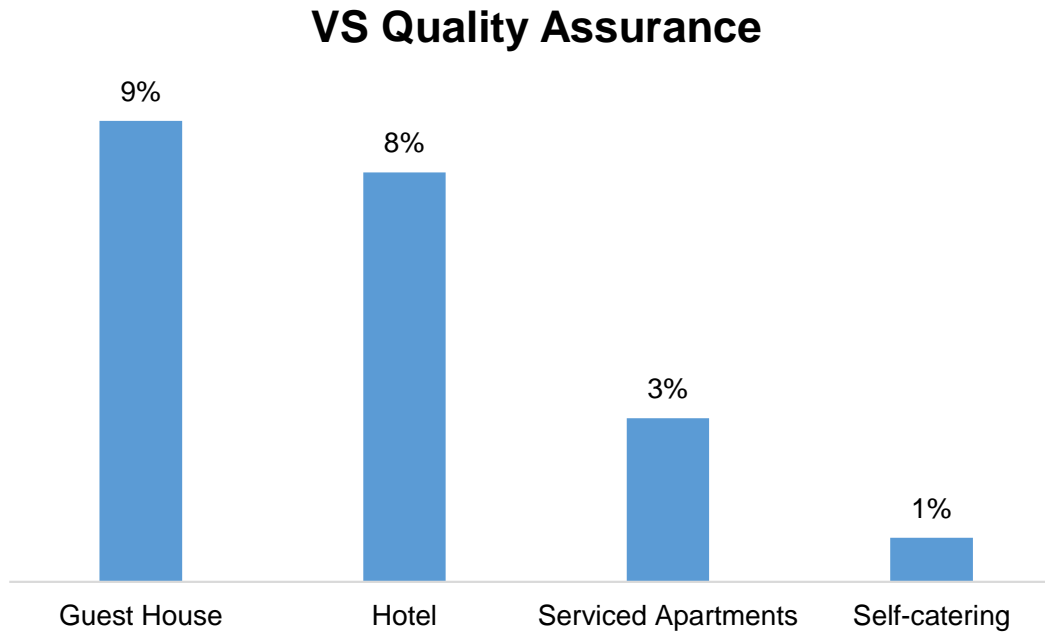
- Self-catering – 94% establishments, 72% bed spaces
- Serviced Apartments – 6% establishments, 28% bed spaces

# Accommodation by Category (cont.d)



- Overall Total
  - Hotel – 8% establishments, 78% bed spaces
  - Self-catering – 78% establishments, 12% bed spaces

# VS Quality Assurance

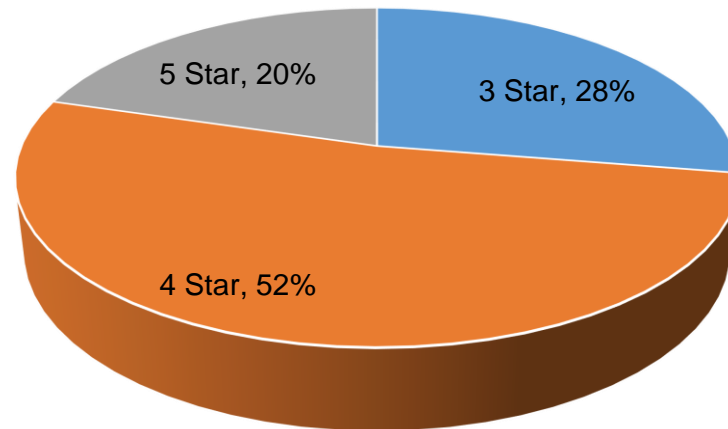


Guest House (3 establishments), Hotel (4), Serviced Apartments (1), Self-catering (4)

- 7% (7 establishments) of Serviced and 1% (5) of Non-serviced, Total 2% (12)
- Highest proportions – Guest House (9%), Hotel (8%)
- None – Small Hotel, B&B, Inn

# VS Quality Assurance (Cont.d)

**Figure 4.1: Serviced Graded Rooms Star Rating**



3 Star (54 rooms), 4 Star (102) and 5 Star (40)

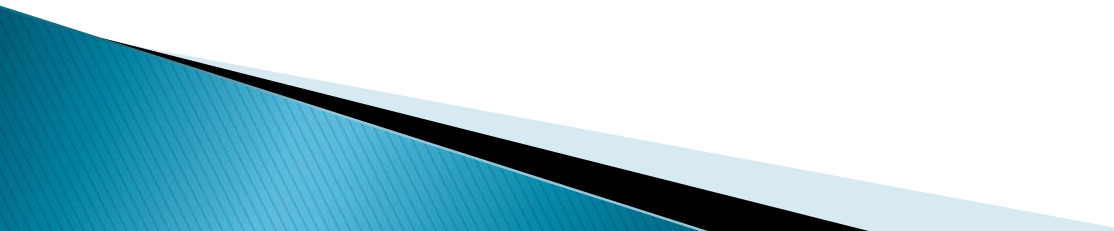
- Serviced – most common 4 Star
- Non-serviced – all 4 Star (78 rooms)

# Green Tourism and Taste Our Best

## ▶ Green Tourism

- 12 establishments, 2%
- All Hotels
- 1,689 rooms, 24%
- Silver: two-thirds, Bronze: one-third

## ▶ Taste Our Best

- 5 establishments
  - Hotels – four, Guest House – one
  - 5% of Serviced
- 



# Accessibility

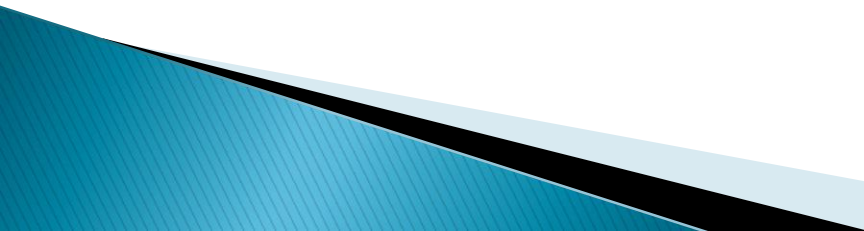
## ▶ Hotels and Small Hotels – Accessible Rooms

- Hotels (83%)
- Small Hotels (11%)
- Combined (72%)

## ▶ Accessible Rooms

- 200 rooms
- 403 bed spaces
- 4% of rooms and bed spaces

## ▶ Disabled Parking and/or Drop Off Point

- Hotels (69%)
  - Small Hotels (22%)
  - Combined (61%)
- 

# Key Findings

- ▶ Overall
  - 575 establishments
  - 7,708 rooms
  - 14,234 bed spaces
- ▶ Listed on VA Website
  - 12% overall, 41% (excluding Self-catering)
- ▶ Bed spaces
  - 83% Serviced, 17% Non-serviced
  - Hotel 78% (8% establishments), Self-catering 12% (78% establishments)
- ▶ Awards
  - QA 2%
  - Green Tourism 2% , but 24% rooms
  - Taste Our Best 5 establishments (5% of Serviced)
- ▶ Accessibility
  - 200 rooms, 403 bed spaces (4% of both)

# Uses

- ▶ Tourism Levy
  - ▶ Conferences and Events
    - Scale
    - Type
    - Accessibility
  - ▶ In conjunction with Aberdeenshire
    - Larger scale
    - Broader offer – e.g. camping/caravan/motorhome
    - Accommodation close to boundary
  - ▶ Investment/Development
  - ▶ Planning
  - ▶ Promotion/Marketing
  - ▶ Baseline
    - Changes over time
    - Growth/decline in certain categories
- 